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October 1983

Monthly Survey of LIFE INSURANCE SALES IN THE UNITED STATES AND CANADA

Comparisons with Previous Year

	ANNUALIZED PREMIUM		FACE AMOUNT		NUMBER OF POLICIES	
	Current month	Year to date	Current month	Year to date	Current month	Year to date
UNITED STATES						
All ordinary business	123%	121%	119%	127%	103%	108%
Ordinary companies and departments	127%	123%	120%	128%	109%	113%
Combination companies and departments	109%	117%	112%	121%	93%	101%
CANADA						
All ordinary business	110%	112%	111%	118%	102%	108%

This survey gives:

Ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are shown.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (e.g., annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The results are based on the experience of 145 companies operating in the United States and 38 companies operating in Canada. The United States contributors represent 63 percent of the 1981 United States ordinary volume, and 59 percent of the ordinary policies sold; the Canadian contributors represent 68 percent of the 1981 Canadian ordinary volume, and 72 percent of the policies. Since no industry data are available on total annualized new ordinary premiums, the proportion of the premium total of each country represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on amount of ordinary life insurance in force in the country on January 1, 1983. The in force categories and, in parentheses, the number of contributing companies or departments in each:

UNITED STATES

Ordinary companies or departments

Group 1—$14 billion or more (24)
Group 2—$7 billion to $14 billion (20)
Group 3—$4 billion to $7 billion (25)
Group 4—$2 billion to $4 billion (22)
Group 5—$1 billion to $2 billion (18)
Group 6—Less than $1 billion (24)

Combination companies or departments

Group 7—$25 billion or more (2)
Group 8—$8 billion to $25 billion (4)
Group 9—Less than $8 billion (17)

CANADA

Group 1—$4 billion or more (14)
Group 2—$1 billion to $4 billion (15)
Group 3—Less than $1 billion (9)

LIMRA INTERNATIONAL

Profit from our research.

UNITED STATES

Ordinary Sales Results of 145 Companies

	ANNUALIZED PREMIUM (in thousands)			FACE AMOUNT (in thousands)			NUMBER OF POLICIES			PREMIUM PER $1,000			AVERAGE SIZE POLICY			PREMIUM PER POLICY			
	1982	1983	1983/1982	1982	1983	1983/1982	1982	1983	1983/1982	1982	1983	1983/1982	1982	1983	1983/1982	1982	1983	1983/1982	
January	$ 250,977	$ 301,768	120%	$ 22,854,940	$ 30,960,538	135%	585,801	703,276	120%	$10.98	$ 9.75	89%	$39,015	$44,023	113%	$428	$429	100%	January
February	253,537	305,590	121	25,122,132	32,506,542	129	696,857	773,603	111	10.09	9.40	93	36,051	42,020	117	364	395	109	February
March	313,086	371,888	119	31,167,793	39,515,663	127	849,323	914 126	108	10.05	9.41	94	36,697	43,228	118	369	407	110	March
April	288,211	362,994	126	29,506,647	38,083,742	129	764,704	866,144	113	9.77	9.53	98	38,586	43,969	114	377	419	111	April
May	290,844	355,609	122	29,176,755	37,972,459	130	763,934	838,896	110	9.97	9.36	94	38,193	45,265	119	381	424	111	May
June	318,140	384,088	121	32,049,583	40,757,804	127	807,987	862,456	107	9.93	9.42	95	39,666	47,258	119	394	445	113	June
July	286,661	335,876	117	28,740,127	35,028,671	122	731,898	745,900	102	9.97	9.59	96	39,268	46,962	120	392	450	115	July
August	301,453	364,851	121	30,172,497	38,369,254	127	795,015	814,852	102	9.99	9.51	95	37,952	47,087	124	379	448	118	August
September	296,603	365,692	123	30,301,171	37,638,571	124	759,065	819,408	108	9.79	9.72	99	39,919	45,934	115	391	446	114	September
October	312,156	382,617	123	32,464,888	38,695,668	119	818,031	839,725	103	9.62	9.89	103	39,687	46,081	116	382	456	119	October
November	330,059			34,445,487			848,380			9.58			40,601			389			November
December	419,136			41,689,341			841,800			10.05			49,524			498			December
Year total	$3,660,863			$367,691,361			9,262,795			$ 9.96			$39,696			$395			Year total
Year to date	$2,911,668	$3,530,973	121%	$291,556,533	$369,528,912	127%	7,572,615	8,178,386	108%	$ 9.99	$ 9.56	96%	$38,501	$45,184	117%	$384	$432	113%	Year to date

122 Ordinary Companies and 11 Ordinary Departments of Combination Companies

Total group Month	$ 235,748	$ 298,587	127%	$ 27,286,929	$ 32,879,146	120%	462,430	504,018	109%	$ 8.64	$ 9.08	105%	$59,008	$65,234	111%	$510	$592	116%	Total group Month
Year to date	$2,253,940	$2,765,612	123%	$247,907,617	$316,822,795	128%	4,285,408	4,831,563	113%	$ 9.09	$ 8.73	96%	$57,849	$65,574	113%	$526	$572	109%	Year to date
Group 1—Month	$ 147,436	$ 186,761	127%	$ 17,301,173	$ 21,010,420	121%	302,831	333,619	110%	$ 8.52	$ 8.89	104%	$57,131	$62,977	110%	$487	$560	115%	Group 1—Month
Year to date	$1,420,293	$1,728,180	122%	$157,572,112	$202,556,509	129%	2,792,376	3,157,662	113%	$ 9.01	$ 8.53	95%	$56,429	$64,148	114%	$509	$547	107%	Year to date
Group 2—Month	$ 41,398	$ 49,613	120%	$ 4,772,841	$ 5,267,087	110%	63,869	69,855	109%	$ 8.67	$ 9.42	109%	$74,729	$75,400	101%	$648	$710	110%	Group 2—Month
Year to date	$ 392,330	$ 466,373	119%	$ 41,450,154	$ 52,594,748	127%	603,997	684,483	113%	$ 9.47	$ 8.87	94%	$68,626	$76,839	112%	$650	$681	105%	Year to date
Group 3—Month	$ 26,618	$ 33,649	126%	$ 2,970,675	$ 3,479,799	117%	48,679	51,396	106%	$ 8.96	$ 9.67	108%	$61,026	$67,706	111%	$547	$655	120%	Group 3—Month
Year to date	$ 252,467	$ 313,529	124%	$ 28,254,487	$ 33,480,062	118%	478,431	517,387	108%	$ 8.94	$ 9.36	105%	$59,057	$64,710	110%	$528	$606	115%	Year to date
Group 4—Month	$ 11,943	$ 17,316	145%	$ 1,191,617	$ 1,869,510	157%	22,202	24,011	108%	$10.02	$ 9.26	92%	$53,672	$77,861	145%	$538	$721	134%	Group 4—Month
Year to date	$ 114,444	$ 152,941	134%	$ 11,493,811	$ 16,031,774	139%	196,516	222,729	113%	$ 9.96	$ 9.54	96%	$58,488	$71,979	123%	$582	$687	118%	Year to date
Group 5—Month	$ 5,172	$ 7,183	139%	$ 670,140	$ 852,403	127%	13,547	15,404	114%	$ 7.72	$ 8.43	109%	$49,468	$55,336	112%	$382	$466	122%	Group 5—Month
Year to date	$ 46,808	$ 71,876	154%	$ 5,732,480	$ 8,396,328	146%	120,021	156,392	130%	$ 8.17	$ 8.56	105%	$47,762	$53,688	112%	$390	$460	118%	Year to date
Group 6—Month	$ 3,181	$ 4,065	128%	$ 380,483	$ 399,927	105%	11,302	9,733	86%	$ 8.36	$10.16	122%	$33,665	$41,090	122%	$281	$418	149%	Group 6—Month
Year to date	$ 27,598	$ 32,713	119%	$ 3,404,573	$ 3,763,374	111%	94,067	92,910	99%	$ 8.11	$ 8.69	107%	$36,193	$40,506	112%	$293	$352	120%	Year to date

23 Combination Companies and Departments

Excluding weekly premium ordinary

Total group Month	$ 74,326	$ 81,293	109%	$ 5,127,579	$ 5,755,179	112%	335,608	311,968	93%	$14.50	$14.13	97%	$15,278	$18,446	121%	$221	$261	118%	Total group Month
Year to date	$ 632,817	$ 737,710	117%	$ 43,100,386	$ 52,090,691	121%	3,056,948	3,096,152	101%	$14.68	$14.16	96%	$14,099	$16,824	19%	$207	$238	115%	Year to date
Group 7—Month	$ 35,952	$ 39,928	111%	$ 2,559,468	$ 2,821,705	110%	116,908	112,825	97%	$14.05	$14.15	101%	$21,893	$25,010	114%	$308	$354	115%	Group 7—Month
Year to date	$ 303,533	$ 356,623	117%	$ 21,951,398	$ 25,488,635	116%	990,263	1,064,648	108%	$13.83	$13.99	101%	$22,167	$23,941	108%	$307	$335	109%	Year to date
Group 8—Month	$ 18,054	$ 20,148	112%	$ 1,241,306	$ 1,397,877	113%	88,391	85,087	96%	$14.54	$14.41	99%	$14,043	$16,429	117%	$204	$237	116%	Group 8—Month
Year to date	$ 155,021	$ 184,445	119%	$ 10,129,464	$ 12,757,679	126%	903,157	883,456	98%	$15.30	$14.46	95%	$11,216	$14,441	129%	$172	$209	122%	Year to date
Group 9—Month	$ 20,320	$ 21,217	104%	$ 1,326,805	$ 1,535,597	116%	130,309	114,056	88%	$15.31	$13.82	90%	$10,182	$13,464	132%	$156	$186	119%	Group 9—Month
Year to date	$ 174,263	$ 196,642	113%	$ 11,019,524	$ 13,844,377	126%	1,163,528	1,148,048	99%	$15.81	$14.20	90%	$ 9,471	$12,059	127%	$150	$171	114%	Year to date

Weekly premium ordinary

Month	$ 2,082	$ 2,737	131%	$ 50,380	$ 61,343	122%	19,993	23,739	119%	$41.33	$44.62	108%	$ 2,520	$ 2,584	103%	$104	$115	111%	Month
Year to date	$ 24,910	$ 27,650	111%	$ 548,530	$ 615,426	112%	230,259	250,671	109%	$45.41	$44.93	99%	$ 2,382	$ 2,455	103%	$108	$110	102%	Year to date

CANADA

Ordinary Sales Results of 38 Companies

	ANNUALIZED PREMIUM (in thousands)			FACE AMOUNT (in thousands)			NUMBER OF POLICIES		
	1982	1983	1983/1982	1982	1983	1983/1982	1982	1983	1983/1982
January	$ 18,743	$ 21,425	114%	$ 2,312,963	$ 2,877,334	124%	47,049	53,265	113%
February	24,215	27,505	114	3,085,487	3,647,354	118	65,896	71,265	108
March	26,771	30,035	112	3,408,602	3,947,191	116	69,573	75,440	108
April	25,830	26,491	103	3,327,980	3,560,525	107	68,046	68,743	101
May	25,218	28,586	113	3,189,180	3,943,274	124	66,691	73,905	111
June	28,416	33,205	117	3,566,299	4,494,191	126	74,686	81,532	109
July	25,116	27,480	109	3,116,904	3,590,418	115	63,086	66,413	105
August	23,147	26,855	116	2,940,579	3,435,951	117	56,700	62,270	110
September	26,620	30,550	115	3,347,876	4,008,298	120	68,250	77,432	113
October	29,801	32,863	110	3,853,850	4,285,153	111	79,400	80,936	102
November	33,633			4,406,441			84,197		
December	32,754			4,234,850			75,384		
Year total	$320,264			$40,791,011			818,958		
Year to date	$253,877	$284,995	112%	$32,149,720	$37,789,689	118%	659,377	711,201	108%
Group 1—Month	$ 23,203	$ 24,155	104%	$ 2,825,208	$ 3,063,672	108%	61,824	60,800	98%
Year to date	$190,261	$206,925	109%	$22,836,201	$26,431,349	116%	499,798	524,213	105%
Group 2—Month	$ 5,644	$ 7,554	134%	$ 834,466	$ 1,024,419	123%	14,527	16,950	117%
Year to date	$ 51,775	$ 68,490	132%	$ 7,175,720	$ 9,583,674	134%	129,385	157,931	122%
Group 3—Month	$ 954	$ 1,154	121%	$ 194,176	$ 197,062	101%	3,049	3,186	104%
Year to date	$ 11,841	$ 9,580	81%	$ 2,137,799	$ 1,774,666	83%	30,194	29,057	96%

	PREMIUM PER $1,000			AVERAGE SIZE POLICY			PREMIUM PER POLICY		
	1982	1983	1983/1982	1982	1983	1983/1982	1982	1983	1983/1982
January	$ 8.10	$ 7.45	92%	$49,161	$54,019	110%	$398	$402	101%
February	7.85	7.54	96	46,824	51,180	109	367	386	105
March	7.85	7.61	97	48,993	52,322	107	385	398	103
April	7.76	7.44	96	48,908	51,795	106	380	385	101
May	7.91	7.25	92	47,820	53,356	112	378	387	102
June	7.97	7.39	93	47,751	55,122	115	380	407	107
July	8.06	7.65	95	49,407	54,062	109	398	414	104
August	7.87	7.82	99	51,862	55,178	106	408	431	106
September	7.95	7.62	96	49,053	51,765	106	390	395	101
October	7.73	7.67	99	48,537	52,945	109	375	406	108
November	7.63			52,335			399		
December	7.73			56,177			434		
Year total	$ 7.85			$49,808			$391		
Year to date	$ 7.90	$ 7.54	95%	$48,758	$53,135	109%	$385	$401	104%
Group 1—Month	$ 8.21	$ 7.88	96%	$45,698	$50,389	110%	$375	$397	106%
Year to date	$ 8.33	$ 7.83	94%	$45,691	$50,421	110%	$381	$395	104%
Group 2—Month	$ 6.76	$ 7.37	109%	$57,442	$60,438	105%	$389	$446	115%
Year to date	$ 7.22	$ 7.15	99%	$55,460	$60,683	109%	$400	$434	109%
Group 3—Month	$ 4.91	$ 5.86	119%	$63,685	$61,852	97%	$313	$362	116%
Year to date	$ 5.54	$ 5.40	97%	$70,802	$61,075	86%	$392	$330	84%

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